QUICK SEO AUDIT

SEO Audit Report

[Website Name / URL] — Quick-View Summary

Prepared for: [Client Name] Prepared by: [Your Name / Agency] Date: [DD Month YYYY]

Executive Summary

Headline numbers — replace with live figures

[72]	[1,240]	[318]	[2.4s]
Overall SEO Score /100	Organic Keywords	Referring Domains	Avg. Page Load (Mobile)

Key Findings (editable)

- [Strength] — e.g. Strong domain authority and healthy backlink growth trend
- [Weakness] — e.g. 42 pages returning 404 errors, hurting crawl budget
- [Opportunity] — e.g. 18 keywords ranking on page 2, quick wins available
- [Risk] — e.g. Core Web Vitals failing on mobile for key landing pages

Audit Snapshot

- Pages Crawled: [___]
- Pages Indexed: [___]
- 404 Errors: [___]
- Broken Backlinks: [___]
- Avg. Load Time: [___]

Website & Domain Snapshot

Site profile plus off-page authority — Tools: BuiltWith, Moz, Ahrefs

Website Profile

Metric	Value / Notes (editable)
Website URL	*[https://example.com]*
CMS	*[WordPress / Shopify / Custom]*
Hosting / Server IP	*[Provider / IP]*
HTTPS Status	*[Enabled / Not Enabled]*

Authority & Off-Page

Metric	Value / Notes (editable)
Domain Authority (DA) / DR	*[__ / __]*
Total Backlinks	*[__]*
Referring Domains	*[__]*
Spam Score	*[__ %]*
Est. Organic Traffic	*[__ / month]*

Technical SEO Health

Crawlability and indexing — Tool: Screaming Frog

Crawl & Index

Metric	Value / Notes (editable)
robots.txt / XML Sitemap	*[Present / Missing]*
Indexable Pages	*[__ of __]*
Crawl Errors	*[__]*
Blocked Pages	*[__]*

Duplicates & Canonicals

Metric	Value / Notes (editable)
Duplicate Titles / Meta	*[__ / __]*
Missing Canonical	*[__ pages]*
Duplicate Content	*[__ pages]*

Redirects & Error Pages

List each affected URL so fixes can be assigned directly — add or remove rows as needed

Issue Type	Count	Example URL(s)	Recommended Fix
404 Errors	*[__ pages]*	*[/example-404-page-1, /example-404-page-2]*	*[Redirect or restore content]*
Redirect Chains / Loops	*[__]*	*[/a → /b → /c]*	*[Point directly to final URL]*
500 / Server Errors	*[__]*	*[/example-server-error]*	*[Fix server / hosting issue]*
Soft 404s	*[__]*	*[/example-soft-404]*	*[Return true 404 or add content]*

On-Page SEO & Content

Meta data, headings, content and images

Meta & Headings

Metric	Value / Notes (editable)
Missing / Duplicate Titles	*[__ / __]*
Missing Meta Descriptions	*[__]*
Missing / Multiple H1	*[__ / __]*

Content & Images

Metric	Value / Notes (editable)
Avg. Word Count	*[__ words]*
Thin Content Pages	*[__]*
Missing ALT Text	*[__ images]*

Performance & Core Web Vitals

Speed and UX signals — Tool: Google PageSpeed Insights

Speed

Metric	Value / Notes (editable)
Desktop / Mobile Score	*[__ / __ out of 100]*
TTFB	*[__ ms]*
Page Size / Requests	*[__ MB / __]*

Core Web Vitals (Mobile)

Metric	Value / Notes (editable)
LCP	*[__ s]*
CLS	*[__]*
INP	*[__ ms]*

Final SEO Score

Update each bar with the section score once scoring is complete (out of 100)

Priority Fixes

Add or remove rows as issues are identified and resolved

Priority	Issue	Recommended Fix
CRITICAL	**[e.g. 404 errors on 42 pages]**	*[Redirect or restore affected URLs]*
CRITICAL	**[e.g. No SSL on subdomain]**	*[Install SSL certificate]*
HIGH	**[e.g. Core Web Vitals failing on mobile]**	*[Optimize images & reduce JS]*
MEDIUM	**[e.g. Missing ALT text on 120 images]**	*[Add descriptive ALT attributes]*
LOW	**[e.g. Thin content on 8 pages]**	*[Expand content to 600+ words]*

Next Steps

1. Fix Critical & High priority issues first
2. Re-crawl the site and confirm resolution
3. Re-audit in [30 / 60 / 90] days to track progress

Thank You

[Your Name] | [Email] | [Website]